

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1-8. (Previously Canceled)

9. (Currently Amended) Apparatus for aiding the decision-making process of a user selecting from a plurality of products/services, the apparatus comprising:

a memory storing data defining a plurality of products/services a user is able to select, said data comprising for each product/service:

data defining a graphical representation of said product/service;

data defining a number of criteria defining said product/service; and

data defining a user interface display providing further information on said product/service;

a user interface display comprising a first and a second display portion; and

recommendation logic responsive to user input of selection criteria to calculate for each product/service for which data is stored in said memory a score indicative of ~~the closeness of match between the data defining the product/service and the input user selection criteria~~ how well the product/service matches the input user selection criteria and to select a predetermined number of graphical representations for inclusion in said second portion of a generated display wherein said selected graphical representations comprise graphical representations of products/services associated with scores indicative of the best matches between said input selection criteria and the data defining said products/services, the graphical representations displayed in said second display portion being selectable by a user, said user interface display being responsive to user selection of a graphical representation of a product/service from said second display portion to generate a user interface display providing further information on said selected product/service utilizing data stored in said memory.

10. (Previously Presented) Apparatus in accordance with claim 9 wherein said data defining graphical representations of a product/service comprise data identifying a name or other textual description of said product/service or a picture of said product/service.

11. (Previously Presented) Apparatus in accordance with claim 9 wherein said user interface display is responsive to user input of selection criteria to generate a user interface display wherein indications of said input user selection criteria comprising representations of slider settings identifying said user selection criteria are displayed in said first display portion.

12. (Previously Presented) Apparatus in accordance with claim 9 wherein said user interface display is responsive to user selection of a graphical representation of a product/service from said second display portion to generate a user interface display providing further information on said selected product/service in a third portion of a display at the same time as the display of said first and second display portions.

13. (Previously Canceled)

14. (Previously Presented) Apparatus in accordance with claim 9 wherein said recommendation logic is operable to rank said products/services for which data is stored in said memory and order the graphical representations of said products/services displayed in said second portion of a generated display on the basis of said ranking.

15. (Previously Canceled)

16. (Previously Presented) Apparatus in accordance with claim 9 wherein said recommendation logic is operable to calculate a score for each product/service according to the following formula:

$$S_p = f(S_{i,p}, I_i); \quad i \in \{1 \dots N\}; \quad p \in \{1 \dots Q\}$$

wherein

S_p represents the overall score for a particular product/service p

$f(\dots)$ represents "a function of"

$S_{i,p}$, represents the individual score for criterion i of product/service p

I_i represents the importance of feature i to a user

N represents the number of possible selection criteria

Q represents the number of products/services for which data is stored in said memory.

17. (Currently Amended) A computer network comprising:

a user terminal;

a server storing:

program logic for generating user interface displays on a user terminal;

definition data defining a plurality of products/services a user is able to select, said data comprising for each product/service:

data defining a graphical representation of said product/service;

data defining a number of criteria defining said product/service; and

data defining a user interface display providing further information on said product/service; and

recommendation logic responsive to receipt of data identifying user input of selection criteria to calculate for each product/service for which definition data is stored a score indicative of ~~the closeness of match between the data defining the product/service and the input user selection criteria~~ how well the product/service matches the input user selection criteria and to select a predetermined number of graphical representations associated with scores indicative of the best match between said input selection criteria and data defining a number of criteria defining said products/services for inclusion in a generated user interface display; and

a communications medium operable to transmit program logic, recommendation logic and definition data between said server and said user terminal, wherein said user terminal is operable to download program logic, recommendation logic and definition data from said server via said communications medium, said program logic being such cause said user terminal to generate a user interface display comprising a first and a second display portion, said user interface display being responsive to user input of selection criteria to cause indications of said input user selection criteria to be displayed in said first display portion and the predetermined number of graphical representations selected by said recommendation logic as associated with scores indicative of the best match between input selection criteria and data defining said products/services to be displayed in said second display portion, wherein said graphical representations in said second portion are selectable by a user and said user interface display is responsive to user selection of a graphical representation of a product/service from said second

display portion to generate a user interface display providing further information on said selected product/service.

18. (Previously Presented) A computer network in accordance with claim 17 wherein said user terminal is responsive to user selection of a graphical representation of a product/service from said second display portion to request further information for a selected product/service from said server and responsive to receipt of said further information to utilize said further information to generate a display comprising said user interface display providing further information on said selected product/service.